## **NHTSA 2010 Communications Calendar**

## Occupant Protection - Impaired Driving - Motorcycles

January 2010							February 2010							March 2010							
S	M	Т	W	Т	F	S	S	M	Т	W	Т	F	S	S	M	Т	W	Т	F	S	
					1	2		1	2	3	4	5	6		1	2	3	4	5	6	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27	
24 31	25	26	27	28	29	30	28							28	29	30	31				
April 2010							May 2010							June 2010							
S	M	Т	W	Т	F	S	S	M	Т	W	Т	F	S	S	M	Т	W	T	F	S	
				1	2	3							1			1	2	3	4	5	
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	
25	26	27	28	29	30		23 30	24 / 31	25	26	27	28	29	27	28	29	30				
July 2010							August 2010								September 2010						
S	M	Т	W	Т	F	S	S	M	T	W	Т	F	S	S	M	T	W	Т	F	S	
				1	2	3	1	2	3	4	5	6	7				1	2	3	4	
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4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
11	5 12	6 13	7 14	8 15	9 16	10 17	8 15	9 16	10 17	11 18	12 19	13 20	14 21	5 12	6 13	7 14			10 17	11 18	
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11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	8 15	9 16	17	18	
11 18	12 19	13 20 27	14 21 28	15 22 29	16 23	17 24	15 22	16 23	17 24 31	18 25	19 26	20	21	12 19	13 20	14 21 28	8 15 22 29	9 16 23 30	17	18	
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11 18 25	12 19 26	13 20 27	14 21 28 ober 2	15 22 29	16 23 30	17 24 31	15 22 29	16 23 30	17 24 31 Nove	18 25 mber	19 26 2010	20 27	21 28	12 19 26	13 20 27	14 21 28 Dece	8 15 22 29 mber	9 16 23 30 2010	17 24	18 25	
11 18 25	12 19 26	13 20 27	14 21 28 ober 2	15 22 29	16 23 30	17 24 31	15 22 29	16 23 30	17 24 31 Nove	18 25 mber	19 26 2010	20 27	21 28	12 19 26	13 20 27	14 21 28 Dece	8 15 22 29 mber	9 16 23 30 2010	17 24	18 25	
11 18 25	12 19 26	13 20 27 Octo	14 21 28 Ober 2	15 22 29 2010	16 23 30 F	17 24 31 \$ 2	15 22 29	16 23 30 <sup>M</sup> 1	17 24 31 Nove	18 25 mber w 3	19 26 2010 T	20 27 F 5	21 28 \$ 6	12 19 26	13 20 27	14 21 28 Dece	8 15 22 29 mber w	9 16 23 30 2010 T	17 24 F 3	18 25 8 4	
11 18 25 S	12 19 26	13 20 27 Octo	14 21 28 ober 2 w	15 22 29 2010 7	16 23 30 F 1 8	17 24 31 s 2	15 22 29 s	16 23 30 <sup>M</sup> 1 8	17 24 31 Nove T 2 9	18 25 mber w 3 10	19 26 2010 T 4 11	20 27 5 12	21 28 \$ 6 13	12 19 26	13 20 27	14 21 28 Dece	8 15 22 29 mber w 1 8	9 16 23 30 2010 T 2 9	17 24 F 3 10	18 25 \$ 4 11	
11 18 25 \$ 3 10	12 19 26 M	13 20 27 Octo	14 21 28 ober 2 w 6 13	15 22 29 010 7 7	16 23 30 1 1 8 15	17 24 31 \$ 2 9 16	15 22 29 8 7 14	16 23 30 M 1 8 15	17 24 31 Nove 7 2 9 16	18 25 mber w 3 10	19 26 2010 T 4 11 18	20 27 5 12 19	21 28 6 13 20	12 19 26 5 12	13 20 27 M 6 13	14 21 28 Dece T	8 15 22 29 mber w 1 8 15	9 16 23 30 2010 T 2 9 16	17 24 F 3 10 17	18 25 8 4 11 18	

Note: Calendar dates and themes are subject to change.

## February 1-8, 2010

**Super Bowl Sunday IMPAIRED DRIVING** 

Primary Message: Fans Don't Let Fans Drive Drunk

March 9 - 17, 2010

St. Patrick's Day **IMPAIRED DRIVING** 

Primary Message: Buzzed Driving Is Drunk Driving

May 2010

**Motorcycle Safety Month** 

Primary Message: Motorists and Motorcycles Share the Road

May 24 - June 6, 2010

Click It or Ticket

**National Enforcement Mobilization** 

OCCUPANT PROTECTION

Primary Message: Click It or Ticket

June 20 - July 4, 2010

**Fourth of July IMPAIRED DRIVING** 

Primary Message:

Drunk Driving. Over the Limit. Under Arrest. Buzzed Driving Is Drunk Driving

**National Ride to Work Day** 

Primary Message: Motorists and Motorcycles Share the Road

August 20 - September 6, 2010

**Impaired Driving** 

**National Enforcement Crackdown** 

**IMPAIRED DRIVING** 

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

**September 19 - 25, 2010** 

**National Seat Check Saturday (September 25)** 

**CPS Week** 

OCCUPANT PROTECTION

Primary Message: 4 Steps for Kids

October 17 - 24, 2010

**National Teens Driver Safety Week** 

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.

October 25 - 31, 2010

Halloween **IMPAIRED DRIVING** 

Primary Message: Buzzed Driving Is Drunk Driving

**Thanksgiving Holiday Travel** 

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time.

November 28 - December 11, 2010

**Holiday Season** 

IMPAIRED DRIVING

Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2010 - January 2, 2011

**Holiday Season** 

**IMPAIRED DRIVING** 

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

